

SUCCESS STORY

CFE Media's Data-Driven Messaging Strategy



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The Goal

Assignment of topic affinity data and follow-up engagement messaging

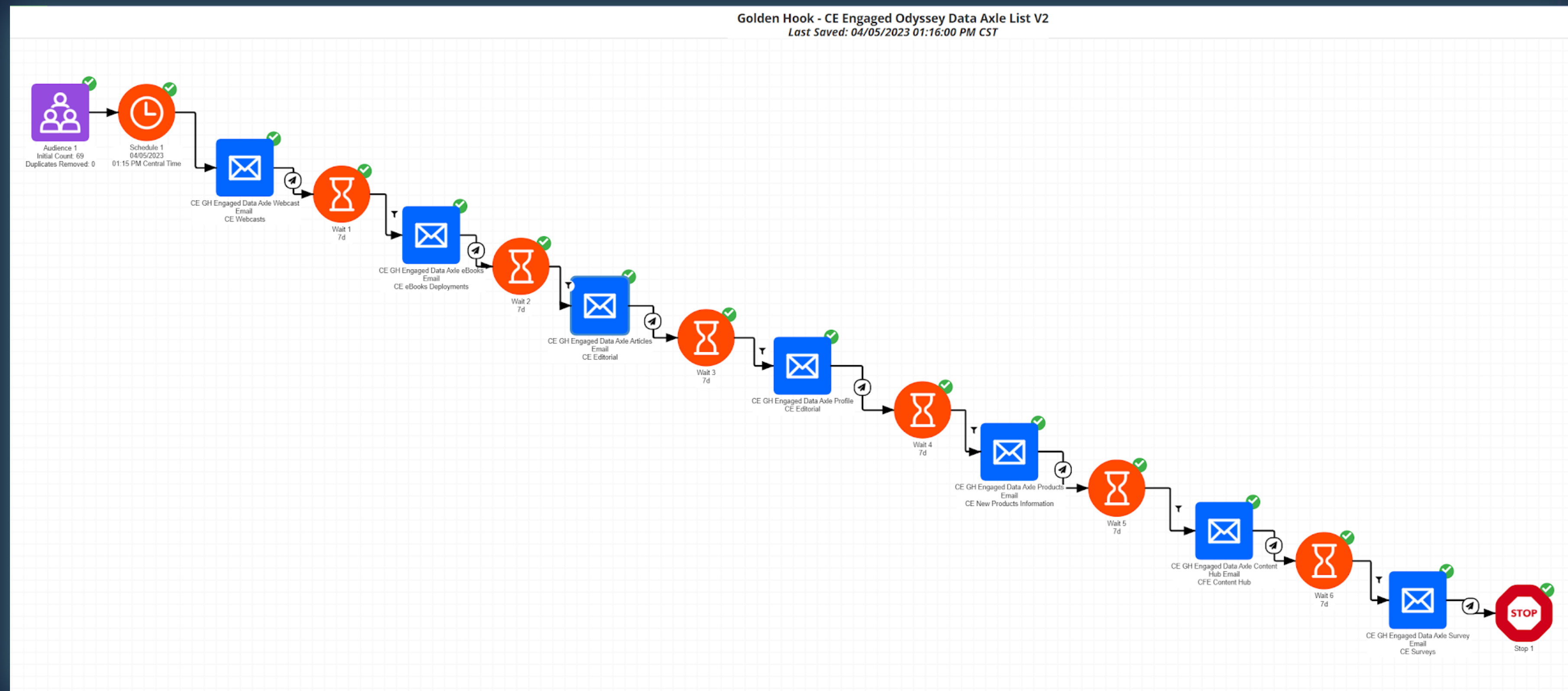
Identify and utilize topic(s) of interest for new subscribers to increase engagement

The Process



The details + examples

The Voyage



Dynamic emails with content based on topic affinity

The image displays three overlapping email templates from 'CONTROL ENGINEERING'. Each template features a header with the company logo and a personalized message from McKenzie Burns, a Control Engineering expert. The templates are tailored to different topics:

- Left Template:** Focuses on 'Pain Points & Solutions in Discrete Manufacturing'. The message states: "I wanted make sure I'm helping you stay up-to-date v performing content. Take a look at our featured eBook month!".
- Middle Template:** Focuses on 'Digital Transformation'. The message states: "I saw this resource and thought it would be a great fit for you! eBooks are some of the best ways to keep up with industry's top trends and innovations. Take a look at wh below!".
- Right Template:** Focuses on 'Protecting Critical Infrastructure'. The message states: "I saw this resource and thought it would be a great fit for you! eBooks are some of the best ways to keep up with your industry's top trends and innovations. Take a look at what I found below!".

Each template also includes a featured eBook preview with a title and a brief description, and a footer with a call to action: "Looking for eBooks but not this e... Visit our library of over 200 top industry topics!".

In conjunction with new "Topics of Interest" question on subscriber profile form

TOPICS OF INTEREST

- AI & Machine Learning
- Control Systems
- Cybersecurity
- Digital Transformation
- Edge & Cloud Computing
- Industrial Networking
- Mechatronics & Machine Control
- Motors & Drives
- Process Instrumentation & Sensors
- System Integration

Save Profile Changes

Customer Centric:

Process was designed so that subscriber can modify topic preferences – their choices will override any that have been "assigned" to them by the data processing.
(Individually, topic-by-topic)

Results + Next Steps

Early success

- Some emails in the series have a 20% higher CTR than our “standard” welcome series
- As more subscribers engage, they will fall into the Odyssey with their specific topic(s)

Next ideas:

- Test on our 2 other brands
- Build out re-engagement efforts with similar logic
- Devise program for some key segments of highly engaged subscribers
- Package the Dynamic Content capability for sale to customers!

